

Message Text

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SUBJ: CASABLANCA TRADE FAIR - OPENING DAY - AMERICA DAY REPORT

REF: CASABLANCA 321

FOR INA, ICS

1. CASABLANCA'S BIENNIAL TRADE FAIR OPENED APRIL 24 ON SCHEDULE WITH AGENCY'S AMERICAN FRONTIER EXHIBIT, MOUNTED BY ICS DESIGNER JOHN VORHES, AS CHIEF ATTRACTION OF US PAVILLION. OCCUPYING 20X10 METER SPACE AT FAR END OF RECTANGULAR BUILDING, EXHIBIT FEATURED CENTRAL CORRAL AREA ENCLOSING AUTHENTIC COWBOY AND INDIAN ARTIFACTS, WITH BUFFALO BILL POSTERS AND PHOTOS AFFIXED TO SURROUNDING BURLAP COVERED WALL SPACE. FOUR CAROUSELS PROJECTED AUTHENTIC FRONTIER SCENES SIMULTANEOUSLY WITH TAPED BACKGROUND MUSIC.

2. FOLLOWING RAPID WALK THROUGH APRIL 24 AT 1030 HOURS BY CROWN PRINCE ESCORTED BY AMBASSADOR NEUMANN AND CONSUL GENERAL BRUBECK, PAVILLION WAS OPENED TO PUBLIC AT 1400 HOURS. USIS CASABLANCA OCCUPIED BOOTH TO DISTRIBUTE BROCHURES, ADVERTISE ENGLISH LANGUAGE COURSES AND OTHER PROGRAMS AND OPEN CONTEST

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ON AMERICAN FRONTIER FOR LANGUAGE STUDENTS WITH FREE SEMESTER

AS PRIZE. ATTENDANCE ROSE PROGRESSIVELY FROM 2500 TO TOTAL OF 72,500 THROUGH APRIL 29.

3. AMERICAN DAY, SHARED WITH FRANCE AND POLAND, INCLUDING FLAG RAISING IN PRESENCE OF CONSUL GENERAL AT 0900 HOURS, PRESS CONFERENCE AND TOUR AT 1030 CONDUCTED BY PAVILLION DIRECTOR, AND RECEPTION AT 1800 HOURS HOSTED BY AMBASSADOR FOR 1500 DISTINGUISHED GUESTS INCLUDING CASABLANCA PROVINCE GOVERNOR MUSTAPHA BELARBI ALAOU, SECRETARY OF STATE FOR COMMERCE, INDUSTRY, MINES AND MERCHANT MARINE MOUSSA SAADI, LEADER OF INDUSTRIAL, COMMERCIAL, CULTUREL, PRESS AND INTELLECTUAL COMMUNITIES AND MEMBERS OF DIPLOMATIC AND CONSULAR CORPS. AGENCY'S WHITE TEN GALLON HATS WERE PRESENTED TO VIP'S, AND DOOR PRIZE CONDUCTED BY BPAO CONSISTED OF WHITE HAT, BANDANNA AND TIME-LIFE PRESENTATION BOOK 'THE COWBOY.' AGENCY FILM RODEO WAS SHOWN CONTINUOUSLY WITHOUT SOUND TRACK IN ADDITION TO REGULAR PROJECTIONS, AND SPECIALLY BUILT " CHUCK WAGON" SERVED ROAST BEEF, TURKEY AND BEEF HOT DOGS.

4. PRESS COVERAGE ON APRIL 30 WAS EXTENSIVE, AND WALK-THROUGH SHOWING AMERICAN FRONTIER EXHIBIT WAS SHOWN OVER BOTH FRENCH-LANGUAGE AND ARIBIC EVENING TELECASTS APRIL 29. COMMENTS WERE ECSTATIC OVER AMERICAN FRONTIER, MANY GUESTS BEING FAMILIAR WITH "GOLDEN SPIKE" AND OTHER LORE OF THE OLD WEST.

5. AGENCY'S EXHIBIT WAS THE OUTSTANDING US PRESENTATION OF FAIR, FAR OUTSTRIPPING PREVIOUS EFFORTS, AND THE POST'S TARGET AUDIENCES, ALL WEARING AGENCY' S DEPUTY SHERRIFS' BADGES, WERE ENTHRALLED. MANY WANTED TO BUY COWBOY HATS, SEEING THEM ON GUIDES. POST HAS PLACED THREE GUIDES PERMANENTLY AT EXHIBIT TO PROTECT OBJECTS AND EXPLAIN WEST TO CROWDS, WHOSE NUMBERS ARE EXPECTED TO INCREASE OVER MAY DAY HOLIDAY AND TWO SUBSEQUENT WEEKENDS.
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